

## **Abstract**

The target of the diploma thesis „The Image of New Zealand in Czech Press“ is to describe the ways of representation of New Zealand in Czech daily newspaper, namely MF Dnes, Lidové noviny, Hospodářské noviny and Právo, in 2009. All the 490 articles dealing with the topic of New Zealand have been systematically examined by both quantitative and qualitative content analysis research methods. The quantitative content analysis deals with how the topic is represented among the newspaper mentioned above, measures the time line of its representation during the year and the space dedicated. However, the main concern is to recognize the main topics connected with New Zealand in the articles. The types of news (hard news and soft news) as well as the sources of news are discussed, too. The other subject of this thesis follows the actors and countries related to New Zealand. Next part concentrates on the linguistic analysis and interpretation of statements about this country and their possible positive or negative connotations. The main instrument used for the linguistic analysis has been an interpretation of evaluative expressions, metaphores, metonymias, irony, comparisons and other figures. Last part of this thesis emphasizes the importance of photographs illustrating some of the articles. All these techniques have been used to depict the possible stereotypical image of New Zealand constructed by the press.